



About the author: Jonathan G. Koomey is a Staff Scientist and Group Leader at Lawrence Berkeley National Laboratory, in Berkeley, California. He holds M.S. and Ph.D. degrees from the Energy and Resources Group at the University of California at Berkeley, and an A.B. in History of Science from Harvard University. He is the author or co-author of seven books and more than one hundred articles and reports. He serves on the Editorial Board of the journal Contemporary Economic Policy, and has appeared on Nova/Frontline, CNBC, PRI, and KQED radio. In his spare time, he enjoys Aikido, hiking, running, and playing classical contrabass.



About the artist: Tom Chen delights in creating computer art. He also practices dentistry and Aikido. You can learn about his latest book at <<http://www.flyingcatsonline.com>>

Jacket design: Sandy Drooker
Jacket illustrations: Tom Chen
Author photo: G. Paul Bishop, Jr.

"This splendidly clear and concise introduction to the craft should be a foundation of every student's apprenticeship—and for those who missed it, a toolkit for a salutary retrofit later. How much more quickly and pleasantly we would discover truth if everyone followed these simple precepts!"

—Amory B. Lovins, Co-CEO (Research), Rocky Mountain Institute

"As information becomes ever cheaper, Dr. Koomey's book becomes ever more valuable. Masterful!"

—Professor Erik Brynjolfsson, Sloan School of Business,
Massachusetts Institute of Technology

"The greatest challenge facing educators, institutions, and businesses is the inculcation of rigor and fact-based analysis into the psyches of future leaders. *Turning Numbers Into Knowledge* is the tool for organizations to accomplish this essential task."

—Ephraim Heller, Founder, Therasense, Inc.

"*Turning Numbers into Knowledge* is a terrific resource for students, and an essential aid for researchers, from undergraduates on up. Dr. Koomey's book will be required reading for my next research seminar."

—Professor Eban Goodstein, Department of Economics,
Lewis and Clark College

"Dr. Koomey has produced an absolute home run! A witty, incisive primer on critical analytical thinking. Required reading for business analysts, planners, and strategists—critical insight for players in the Internet economy."

—Tod Loofbourrow, President and CEO, Authoria, Inc.

"Here at last is the definitive guide for beating information overload. This remarkable book will empower both professionals and neophytes."

—Professor John Harte, Energy and Resources Group,
University of California, Berkeley

"*Turning Numbers into Knowledge* teaches tricks that most problem solvers only learn after years on the job. Give yourself an edge: Read this book!"

—Barbara Barkovich, Ph.D., Principal, Barkovich and Yap, Inc., Consultants

"I thought I was good at crunching numbers until I read *Turning Numbers Into Knowledge*. It's a great tool for improving your own use of numbers AND for seeing through the smoke screens of others."

—Lee Schipper, Ph.D., Senior Scientist, International Energy Agency



KOOMEY

Turning Numbers into Knowledge



ANALYTICS
PRESS

Turning Numbers into Knowledge

MASTERING THE ART OF PROBLEM SOLVING



JONATHAN G. KOOMEY, PH.D.

U.S. \$34.95
Canada \$52.95

Turning Numbers into Knowledge

MASTERING THE ART OF
PROBLEM SOLVING

Why you should read this book

Mastering the art of problem solving takes more than proficiency with basic calculations: it requires (among other things) understanding how people use information, recognizing the importance of ideology, learning the art of story telling, and acknowledging the important distinction between facts and values. *Turning Numbers Into Knowledge* is the first comprehensive guide to these essential skills. Full of tools, tricks, and tips for solving problems in the real world, it will prepare you well to make independent judgments about the numerical assertions of others and to generate cogent and compelling analyses of your own.

To order this book, to find out about related seminars, or to download key data files, URLs, and sample chapters, go to
<<http://www.numbersintoknowledge.com>>



Analytics Press
PO Box 20313
Oakland, CA 94620-0313
numbers@numbersintoknowledge.com